Amendments to the claims:

Claims 1-24 (cancelled).

The following listing of claims will replace all prior versions, and listings, of claims in the application:

25. (New) A device for linear pad printing products with significant variations between them by means of a linear pad, comprising at least one pad with a primary guide provided for the main movement of the pad, which provides for a movement function, wherein said device comprises at least one secondary guide as buffer element for buffering the differences in effective deposit depth between the individual products to be printed, wherein said at least one secondary guide is arranged axially with respect to said pad and outwardly thereto so as to act thereon.

26. (New) A device according to claim 25, wherein said at least one secondary guide is provided for buffering the differences in effective deposit depth between a plurality of individual products to be printed which consist of confectionery, including sugared almonds and chocolates, and/or pharmaceutical tablets selectively and/or individual fragile products including porcelain ware.

27. (New) A device according to claim 25, wherein each said secondary buffer element is formed by elastic elements, preferably of the spring type, which are arranged substantially axially relative to the movement axis of the pad.

28. (New) A device accordingly to claim 25, wherein it comprises a piece holder for receiving the products to be printed, wherein said piece holder is provided with apertures provided therefore, wherein the products to be printed can be taken up, wherein the position and the orientation of the product relative to the printing unit can be brought in correspondence with the one which is necessary for printing the image at the appropriate position on the product.

29. (New) A device according to claim 25, wherein said at least one pad is solid.

30. (New) A device according to claim 25, wherein said at least one pad is hollow.

31. (New) A device according to claim 25, wherein it comprises a set of multiple printing pads for each primary guide in said device by means whereof various products can be printed simultaneously with the buffering action of said secondary buffer elements.

32. (New) A device according to claim 25, wherein it comprises for each printing unit a set of primary and respectively secondary elements, which are arranged by respective pairs, wherein said secondary elements are each connected directly to a corresponding pad and which are disposed according to the movement axis thereof.

33. (New) A device according to claim 25, wherein it is integrated in an automatic or manual machine selectively.

34. (New) A device according to claim 25, wherein it is provided with printing means for printing products with various colors.

35. (New) A device according to claim 25, wherein it is provided with printing means for printing products on various sides thereof.

36. (New) A method for linear pad printing products with significant variations between them by means of a pad, wherein printing material is applied on a cliché according to a determined pattern, wherein a pad and a cliché are brought in mutual contact (B) from a rest position (A) by means of a primary guide, wherein the printing material is taken up by the pad of the cliché, and in that when taking up said printing material, the additional secondary guide buffers the contact between the pad and the cliché, after which the pad is moved in a deposit position (C), wherein the image taken up by the pad is deposited on the product to be printed, wherein said

secondary guide elements axially buffer the contact between the pad and the products to be printed and after which said pad is moved back to its rest position (A).

37. (New) A method for printing products with mutual significant variations, by means of a pad, according to claim 36, wherein printing material is applied on a cliché according to a determined pattern, wherein the parameters of the products to be printed are measured previously, such as in particular the dimensions of the products.

38. (New) A method according to claim 36, wherein said at least one secondary guide buffers the differences in effective deposit depth between a plurality of individual products to be printed which consist of confectionery including sugared almonds and chocolates and/or pharmaceutical tablets selectively and/or individual fragile products including porcelain ware.

39. (New) A method according to claim 36, wherein said method is performed by a device comprising at least one pad with a primary guide provided for the main movement of the pad, which provides for a movement function, wherein said device comprises at least one secondary guide as buffer element for buffering the differences in effective deposit depth between the individual products to be printed, wherein said at least one secondary guide is arranged axially with respect to said pad and outwardly thereto so as to act thereon.

40. (New) A method according to claim 36, wherein a plurality of products are printed substantially simultaneously.

41. (New) A method according to claim 36, wherein the printing parameters of the printing unit are adapted to the requirements on the basis of the measured parameters by means of a processing unit provided therefor, which establishes the link between the measured parameters and the related printing parameters for the printing unit.

42. (New) A method according to claim 37, wherein said product parameters are measured by means of an automated system on the basis of cameras provided therefor.

43. (New) A method according to claim 36, wherein the products are checked after printing by means of a control system provided therefor, wherein the printed product as such and/or the printing itself are checked.

44. (New) A method according to claim 36, wherein the taking up and deposit depth, and the shape and the effective hardness of the pad are set individually as parameters, wherein an optimum printing is carried out on an individual product basis.

45. (New) A method according to claim 36, wherein conditioning of the product to be printed in the environment is proposed, in particular the piece holder, with regard to conditioning parameters, such as temperature, pressure and humidity.

46. (New) A method accordingly to claim 36, wherein conditioning of the substance to be printed, such as ink, chocolate, and the like is proposed with regard to the conditioning parameters of temperature, viscosity and color in order to keep the printing quality substantially constant.

47. (New) A method according to claim 36, wherein the printing of the product is carried out by means of a plurality of colors.

48. (New) A method according to claim 36, wherein the printing of the product is carried out on a plurality of sides thereof.